

## RESULTS OF THE TURKU SCIENCE PARK IMAGE AND CUSTOMER SATISFACTION SURVEY

### **Purpose and aims**

In late 2008 Turku Science Park Oy commissioned an image and customer satisfaction survey which was carried out by **Innolink Research Oy**. The aim of the survey was to provide information on the customer profile of Turku Science Park Oy and to identify the requirements set by the respondents for the operations of the company. The survey measured satisfaction with the operations and services provided by Turku Science Park Oy, in addition to which it examined the familiarity and reputation of the company. The target group comprised businesses, research organisations and financiers, as well as other interest groups. The customer section of the survey was carried out as a telephone survey with 150 respondents. The survey also included a self-evaluation for the personnel.

### **Summary of results**

- *Turku Science Park Oy is by far the most familiar development partner among its customers*
- *Spontaneous awareness of the company as a developer of new business operations was high (19%)*
- *Companies emphasise TScP's strong contact networks, training, events and international networking opportunities*
- *Personnel is considered service-minded, co-operative and approachable*
- *TScP Oy's location is considered excellent*
- *On the other hand, customers are not sufficiently familiar with TScP's services*

### **Awareness of Turku Science Park Oy and use of its services**

Turku Science Park Oy was mentioned first by 19% and second by 7% of the respondents when asked to spontaneously name companies which promote new business operations. Nearly 60% of the respondents reported that they know the company fairly or very well.

Of the services offered by Turku Science Park Oy, the respondents had mainly used incubator and networking services. Most of the respondents (41%) were micro companies or small companies with 50 or less employees (24%). Based on the line of business, the companies were distributed rather evenly between ICT, life sciences, service sector and "other" lines of business. As for their occupational position, most of the respondents represented management or senior office employees (80%).

### **Turku Science Park Oy: service-minded, approachable and co-operative**

Most of the respondents (99%) have at least a neutral impression of the operations of Turku Science Park Oy; more than half of the respondents had a positive impression. The company is considered to be a service-minded and co-operative partner which is easy to approach.

All potential customers find it at least fairly attractive to use the services of Turku Science Park Oy. In total, 75% of the decision-makers estimated the role of Turku Science Park Oy as a developer of business life to be significant or at least to have some significance.

As the most significant benefits, the respondents named networking, new contacts and the expansion of co-operation.

### **Satisfaction with Turku Science Park Oy**

The respondents were asked about the significance of certain factors related to expert services and the operation of Turku Science Park Oy. The significance was estimated on a scale from 1 to 7 (very significant).

<i>Factors</i>	<i>Significance</i>
Competence/Expertise of personnel	6.2
Extent of expert network	6.1
Quality of service	6.1
International partners	6.0
Transparency and openness of operations	5.9

The respondents considered the competence and expertise of personnel and the extent of expert network to be the most important factors. According to the success ratings given by the respondents, Turku Science Park Oy succeeded best in the competence and expertise of personnel (score 5.6 / 7) and in the quality of service (5.4 / 7).

On the basis of a detailed gap analysis in which success was compared with the relative significance of the factor, the most successful factors were business development / Biocelex Oy; business development / incubator services; co-ordination of development projects; planning of development projects; and clarity and informativeness of the website. No actual critical factors with poor success in relation to customer expectations were discovered in the interest group survey.

### **Targets of development and practical measures**

The results indicate that the interest group satisfaction with Turku Science Park Oy is at a good level, although there is still room for development. The company is well known and has a positive image, but its services are not sufficiently familiar. This is also reflected in the estimated use of services in the future. Most of the respondents might consider using the services of Turku Science Park Oy, but the insufficient awareness of the range of services makes it more difficult. Based on the results, Turku Science Park Oy has begun to invest in the commercialisation of services. The first product it has introduced is the information system inspection service provided for SMEs. The TUTKA™ service brings to light problems in the information systems and secures the continuity of the company. The inspection report will define the possible risks and bottle-necks and provide at least three methods for the entrepreneur to use to enhance the business. The service will cost the company only 200 euros, while the EU pays the rest and Turku Science Park Oy deals with the paperwork.

Considered to be important by the customers of Turku Science Park, the international network of partners will be further strengthened. The company will continue to network with the leading international experts in its main fields – biotechnology and ICT. The first operating year of Biocelex Oy, a joint company of Turku Science Park Oy and Karolinska Institutets Holding AB, exceeded expectations, and the co-operation agreement signed with Heidelberg Technologiepark in the summer will be concretised in different ways.

A group of BioTurku actors will travel to Heidelberg to discuss the possibility of co-operation in the fields of cancer research and imaging which are among the key areas of expertise for both parties. Far East is becoming the most important economic centre in the world. In March, Turku Science Park Oy organised a networking trip for its technology companies to the Far East where they visited companies as well as organisations that offer services to companies around Hong Kong, Shenzhen and Guangzhou.

We would like to thank all the respondents for your time and effort. The feedback has already led to practical measures, and we are also open to new ideas in our everyday work.

Further information on the interest group survey:

Turku Science Park Oy  
Katja Wallenlind, Communication Director  
[katja.wallenlind@turkusciencepark.com](mailto:katja.wallenlind@turkusciencepark.com)  
tel. +358 50 5774 807